

Press

WITH “100% POPLAR MADE IN ITALY” ITALIAN POPLAR IS SETTING OFF TO CONQUER THE WORLD’S MARKETS

Realised by Assopannelli in collaboration with Conlegno, the brand confirms the quality of a product that is increasingly in demand from foreign markets.

Realised by Assopannelli in collaboration with the PioppOK technical committee of Conlegno, the **100% Poplar Made in Italy** brand constitutes a produced realised using the most modern production technologies currently on the market, exclusively using poplar wood cultivated outside forest areas and in accordance with specific practices helping to mitigate and reduce the climatic changes under way.

The products identified by the 100% Poplar Made in Italy brand represent a **world excellence** thanks to the capacity and constant innovation of the Italian manufacturing industry, able to highlight the wood’s quality and peculiarities, making it ideal for the most varied uses: from building to furnishing, transport to recreational purposes, from the naval sector to panelling, games to DIY. Products which, in terms of lightness, quality and ecological sustainability continue to be appreciated and expanding the foreign markets.

Not only do all the products identified by the 100% Poplar Made in Italy brand offer unique characteristics in terms of quality and ecology, but they are all made from **wood of legal origin** in conformity with the terms of European Directive 995/2010.

The companies authorised to use the brand will be presented on **13th June** in Milan at the second LegnoArredo Forum.

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